

**B. CLAIM AMENDMENTS**

1. (Currently Amended) A programmable apparatus comprising:
  - a. a reader to receive input data from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information, maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
  - b. entering means to enter supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
  - c. transmitting means to transmit the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein said transmitting means is selected from

the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;

- d. generating means to generate response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a savings amount during a visit, and total savings amount to date, and further wherein the data management system comprises a vehicle dealership management system;
- e. displaying means to display data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
- f. updating means to update the input data based in part on the supplemental data and the response data;
- g. storing means to store the updates input data, wherein said storing means is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;
- h. checking means to check access authorization of the input data from the user;

- i. selecting means to select a language from a plurality of choices for use in any printed and displayed text; and
- j. printing means to print the input data, supplemental data and the response data.

Claims 2-14 (Cancelled)

15. (Currently Amended) A programmable apparatus comprising:

- a. receiving means to receive input data from a user;
- b. entering means to enter supplemental data that are different from the input data;
- c. transmitting means to transmit the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- d. generating means to generate response data from the data management

system, based in part on the input data and the supplemental data;

- e. displaying means to display the input data, the supplemental data and the response data, wherein the displaying means display the selectively offered incentives;
- f. updating means to update the input data based in part on the supplemental data and the response data;
- g. storing means to store the updated input data; and
- h. selecting means to select a language from a plurality of choices for use in any printed and displayed text.

Claims 16-29 (Cancelled)

30. (Currently Amended) A programmable apparatus comprising:

- a. a smart card system (SCS) adapted to store and access information regarding vehicle dealership activities;
- b. a vehicle dealership management system (DMS) electronically communicating with the smart card system, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively

offered based at least in part on a vehicle maintenance schedule for a customer;

- c. a communication link between the SCS and DMS; and
- d. selecting means to select a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,

where the SCS comprises:

- 1. a plurality of smart cards,
- 2. a smart card reader, adapted to read the smart cards,
- 3. a data entry station, communicating with the smart card reader, and
- 4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

31. (Currently Amended) A system integration method executed by a programmable apparatus comprising:

- a. receiving input data, through a reader, from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information,

- maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. entering supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
  - c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the input data and the supplemental data are transmitted through a transmitting means that is selected from the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;
  - d. generating with a programmable apparatus response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a

- savings amount during a visit, and total savings amount to date, and further wherein the data management system comprises a vehicle dealership management system;
- e. displaying data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
  - f. updating the input data based in part on the supplemental data and the response data;
  - g. storing the updated input data, wherein the updated input data is stored using storing means that is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;
  - h. checking access authorization of the input data from the user;
  - i. selecting a language from a plurality of choices for use in any printed and displayed text; and
  - j. printing the input data, supplemental data and the response data.

Claims 32-44 (Cancelled)

45. (Currently Amended) A system integration method executed by a programmable apparatus comprising:

- a. receiving input data from a user;
- b. entering supplemental data that are different from the input data;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- d. generating with a programmable apparatus response data from the data management system, based in part on the input data and the supplemental data;
- e. displaying data including the input data, the supplemental data and the response data, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data; and



- h. selecting a language from a plurality of choices for use in any printed and displayed text.

Claims 46-59 (Cancelled)

- 60. (Currently Amended) A method for a programmable apparatus comprising:
  - a. storing and accessing information regarding vehicle dealership activities with a smart card system (SCS);
  - b. communicating between a vehicle dealership management system (DMS) and the smart card system using a communication link between the SCS and DMS, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer; and
  - c. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,  
where the SCS comprises:
    - 1. a plurality of smart cards,

2. a smart card reader, adapted to read the smart cards,
3. a data entry station, communicating with the smart card reader, and
4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

61. (Currently Amended) A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. receiving input data, through a reader, from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information, maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. entering supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
- c. transmitting the input data and the supplemental data to a data

management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the input data and the supplemental data are transmitted through a transmitting means that is selected from the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;

- d. generating response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a savings amount during a visit, and total savings amount to date, and further wherein the data management system comprises a vehicle dealership management system; .
- e. displaying data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data, wherein the updated input data is stored

using storing means that is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;

- h. checking access authorization of the input data from the user;
- i. selecting a language from a plurality of choices for use in any printed and displayed text; and
- j. printing the input data, supplemental data and the response data.

Claims 62-74 (Cancelled)

75. (Currently Amended) A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. receiving input data from a user;
- b. entering supplemental data that are different from the input data;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended

maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;

- d. generating response data from the data management system, based in part on the input data and the supplemental data;
- e. displaying data including the input data, the supplemental data and the response data, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data; and
- h. selecting a language from a plurality of choices for use in any printed and displayed text.

Claims 76-89 (Cancelled)

90. (Currently Amended) A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. storing and accessing information regarding vehicle dealership activities

with a smart card system (SCS);

- b. communicating between a vehicle dealership management system (DMS) and the smart card system, using a communication link between the SCS and DMS, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- c. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,

where the SCS comprises:

- 1. a plurality of smart cards,
- 2. a smart card reader, adapted to read the smart cards,
- 3. a data entry station, communicating with the smart card reader, and
- 4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

Claims 91-100 (Cancelled)

101. (Currently Amended) A smart card system (SCS) comprising:

- a. a plurality of smart cards,
- b. a smart card reader, adapted to read the smart cards,
- c. a data entry station, communicating with the smart card reader and a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer,
- d. a printer, communicating with the data entry station, and
- e. selecting means to select a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives.

Claims 102-115 (Cancelled)

116. (Currently Amended) A system integration method executed by a smart card

system (SCS) comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. communicating with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer,
- e. printing data with a printer, said printer communicating with the data entry station, and
- f. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives.

Claims 117-119 (Cancelled)



120. (Currently Amended) A system integration method executed by a smart card system (SCS) comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. printing data with a printer, said printer communicating with the data entry station,
- e. checking an access authorization of the input data from the user,
- f. displaying pop up video clips, and
- g. selecting a language from a plurality of choices for use in any printed and displayed text;

wherein the data entry station comprises a keyboard, a mouse, and at least one of a kiosk including a computer touch screen with an electronic keyboard and a PC computer with a display screen, and further where the SCS receives:

- a. inputted data comprising customer information, vehicle information, maintenance schedule information, coupon information, personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised

date and time of completion; and

- c. response data comprising recommended services, a savings amount during a visit, and total savings amount to date;

and further where the SCS is adapted

- a. to store and access information regarding vehicle dealership activities;
- b. to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data; and
- c. to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data; and
- d. to communicate with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the displayed data on the data entry station includes the selectively offered incentives.

Claims 121-130 (Cancelled)

131. (Currently Amended) A machine readable memory medium containing

instructions which, when executed by a smart card system (SCS), cause the SCS to perform a method comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. communicating with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer,
- e. printing data with a printer, said printer communicating with the data entry station, and
- f. selecting a language from a plurality of choices for use in any printed and

displayed text, wherein displayed text includes the selectively offered incentives.

Claims 132-135 (Cancelled).

136. (Previously Added) The apparatus of claim 15 where the receiving means

comprises a reader capable of processing input and output from a portable information storage device.

137. (Previously Added) The apparatus of claim 15 where the transmitting means is selected from the group comprising radio transmission, cable transmission, the Internet leased telephone lines, wire, optical fiber, and wireless communication.

138. (Previously Added) The apparatus of claim 15 where the input data comprises customer information, vehicle information, maintenance schedule information, and coupon information.

139. (Previously Added) The apparatus of claim 15 where the supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

140. (Previously Added) The apparatus of claim 15 where the response data comprises recommended services, a savings amount during a visit, and a total savings amount to date.

141. (Previously Added) The apparatus of claim 15 where the data management system comprises a vehicle dealership management system.

142. (Previously Added) The apparatus of claim 15 where the input data comprises a personal identification number (PIN).

143. (Previously Added) The apparatus of claim 15 where the input data comprise administrator data that permit functions to be performed that are reserved for a system administrator.

144. (Previously Added) The apparatus of claim 15 further comprising checking means to check access authorization of the input data from the user.

145. (Previously Added) The apparatus of claim 15 where the storing means is a portable data storage device selected from the group comprising a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device.

146. (Previously Added) The apparatus of claim 15 where the storing means is a dealer database system.

147. (Previously Added) The apparatus of claim 15 further comprising displaying means to display pop up video clips.

148. (Previously Added) The apparatus of claim 15 further comprising printing means to print the input data, supplemental data, and the response data.

149. (Previously Added) The apparatus of claim 30 where:

- a. the DMS and SCS are adapted to access data stored on a smart card and store the accessed data in the DMS, and print and display the accessed data,
- b. the DMS and SCS are adapted to access data stored in the DMS and store the accessed data on the SCS, and to print and display the accessed data,
- c. the DMS and SCS are adapted to generate data in a user session and store the generated data in the DMS, and in the SCS, and to print and to display the generated data, and
- d. the SCS is adapted to receive input of supplemental data and store the inputted data in the DMS, and in the SCS, and to print and to display the inputted data.

150. (Previously Added) The apparatus of claim 30 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

151. (Previously Added) The apparatus of claim 30 where

- a. the data entry station is a PC computer with a display screen, a keyboard, and a mouse, and
- b. the communication link is the Internet.

152. (Previously Added) The apparatus of claim 30 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

153. (Previously Added) The apparatus of claim 30 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

154. (Previously Added) The apparatus of claim 30 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.

155. (Previously Added) The apparatus of claim 30 where the SCS receives input data comprising a personal identification number (PIN).

156. (Previously Added) The apparatus of claim 30 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

157. (Previously Added) The apparatus of claim 30 further comprising checking means to check access authorization of the input data from the user.

158. (Previously Added) The apparatus of claim 30 where the SCS further comprises displaying means to display pop up video clips.

159. (Previously Added) The method of claim 45 where the receiving step comprises receiving input data with a reader capable of processing input and output from a portable information storage device.

160. (Previously Added) The method of claim 45 where the transmitting step transmits with a transmitting means that is selected from the group comprising radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

161. (Previously Added) The method of claim 45 where the input data comprises customer information, vehicle information, maintenance schedule information, and coupon



information.

162. (Previously Added) The method of claim 45 where the supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

163. (Previously Added) The method of claim 45 where the response data comprises recommended services, a savings amount during a visit, and total savings amount to date.

164. (Previously Added) The method of claim 45 where the data management system comprises a vehicle dealership management system.

165. (Previously Added) The method of claim 45 where the input data comprises a personal identification number (PIN).

166. (Previously Added) The method of claim 45 where the input data comprises administrator data that permit functions to be performed that are reserved for a system administrator.

167. (Previously Added) The method of claim 45 further comprising checking access authorization of the input data from the user.

168. (Previously Added) The method of claim 45 where the storing step stores the updated input data with a portable data storage device selected from the group comprising a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device.

169. (Previously Added) The method of claim 45 where the storing step stores the updated input data with a dealer database system.

170. (Previously Added) The method of claim 45 further comprising displaying pop up video clips.

171. (Previously Added) The method of claim 45 further comprising printing the input data, supplemental data, and the response data.

172. (Previously Added) The method of claim 60 where:

- a. the DMS and SCS are adapted to access data stored on a smart card and store the accessed data in the DMS, and print and display the accessed data,
- b. the DMS and SCS are adapted to access data stored in the DMS and store the accessed data on the SCS, and to print and display the accessed data,

- c. the DMS and SCS are adapted to generate data in a user session and store the generated data in the DMS, and in the SCS, and to print and to display the generated data, and
- d. the SCS is adapted to receive input of supplemental data and store the inputted data in the DMS, and in the SCS, and to print and to display the inputted data.

173. (Previously Added) The method of claim 60 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

174. (Previously Added) The method of claim 60 where

- a. the data entry station is a PC computer with a display screen, a keyboard, and a mouse, and
- b. the communication link is the Internet.

175. (Previously Added) The method of claim 60 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

176. (Previously Added) The method of claim 60 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

177. (Previously Added) The method of claim 60 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.

178. (Previously Added) The method of claim 60 where the SCS receives input data comprising a personal identification number (PIN).

179. (Previously Added) The method of claim 60 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

180. (Previously Added) The method of claim 60 further comprising checking access authorization of the input data from the user.

181. (Previously Added) The method of claim 60 where the SCS further comprises displaying means to display pop up video clips.

182. (Previously Added) The medium of claim 75 where the receiving step comprises receiving input data with a reader capable of processing input and output from a portable information storage device.

183. (Previously Added) The medium of claim 75 where the transmitting step transmits with a transmitting means that is selected from the group comprising radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

184. (Previously Added) The medium of claim 75 where the input data comprises customer information, vehicle information, maintenance schedule information, and coupon information.

185. (Previously Added) The medium of claim 75 where the supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

186. (Previously Added) The medium of claim 75 where the response data comprises recommended services, a savings amount during a visit, and total savings amount to date.

187. (Previously Added) The medium of claim 75 where the data management system comprises a vehicle dealership management system.

188. (Previously Added) The medium of claim 75 where the input data comprises a personal identification number (PIN).

189. (Previously Added) The medium of claim 75 where the input data comprises administrator data that permit functions to be performed that are reserved for a system administrator.

190. (Previously Added) The medium of claim 75 where said method further comprises checking access authorization of the input data from the user.

191. (Previously Added) The medium of claim 75 where the storing step stores the updated input data with a portable data storage device selected from the group comprising a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device.

192. (Previously Added) The medium of claim 75 where the storing step stores the updated input data with a dealer database system.

193. (Previously Added) The medium of claim 75 where said method further comprises displaying pop up video clips.

194. (Previously Added) The medium of claim 75 where said method further comprises printing the input data, supplemental data, and the response data.

195. (Previously Added) The medium of claim 90 where:

- a. the DMS and SCS are adapted to access data stored on a smart card and store the accessed data in the DMS, and print and display the accessed data,
- b. the DMS and SCS are adapted to access data stored in the DMS and store the accessed data on the SCS, and to print and display the accessed data,
- c. the DMS and SCS are adapted to generate data in a user session and store the generated data in the DMS, and in the SCS, and to print and to display the generated data, and
- d. the SCS is adapted to receive input of supplemental data and store the inputted data in the DMS, and in the SCS, and to print and to display the inputted data.

196. (Previously Added) The medium of claim 90 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

197. (Previously Added) The medium of claim 90 where:

- a. the data entry station is a PC computer with a display screen, a keyboard, and a mouse, and
- b. the communication link is the Internet.

198. (Previously Added) The medium of claim 90 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

199. (Previously Added) The medium of claim 90 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

200. (Previously Added) The medium of claim 90 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.



201. (Previously Added) The medium of claim 90 where the SCS receives input data comprising a personal identification number (PIN).

202. (Previously Added) The medium of claim 90 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

203. (Previously Added) The medium of claim 90 where said method further comprises checking access authorization of the input data from the user.

204. (Previously Added) The medium of claim 90 where the SCS further comprises displaying means to display pop up video clips.

205. (Previously Added) The system of claim 101 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

206. (Previously Added) The system of claim 101 where the data entry station is a PC computer with a display screen, a keyboard, and a mouse.

207. (Previously Added) The system of claim 101 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

208. (Previously Added) The system of claim 101 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

209. (Previously Added) The system of claim 101 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.

210. (Previously Added) The system of claim 101 where the SCS receives input data comprises a personal identification number (PIN).

211. (Previously Added) The system of claim 101 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

212. (Previously Added) The system of claim 101 further comprising checking

means to check access authorization of the input data from the user.

213. (Previously Added) The system of claim 101 where the SCS further comprises displaying means to display pop up video clips.

214. (Previously Added) The system of claim 101 where SCS is adapted to store and access information regarding vehicle dealership activities.

215. (Previously Added) The system of claim 101 where the SCS is adapted to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data.

216. (Previously Added) The system of claim 101 where the SCS is adapted to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data.

217. (Previously Added) The method of claim 116 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

218. (Previously Added) The method of claim 116 where the data entry station is a PC computer with a display screen, a keyboard, and a mouse.

219. (Previously Added) The method of claim 116 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

220. (Previously Added) The method of claim 116 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

221. (Previously Added) The method of claim 116 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.

222. (Previously Added) The method of claim 116 where the SCS receives input data comprising a personal identification number (PIN).

223. (Previously Added) The method of claim 116 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a

system administrator.

224. (Previously Added) The method of claim 116 further comprising checking an access authorization of the input data from the user.

225. (Previously Added) The method of claim 116 further comprising displaying pop up video clips.

226. (Previously Added) The method of claim 116 where the SCS is adapted to store and access information regarding vehicle dealership activities.

227. (Previously Added) The method of claim 116 where the SCS is adapted to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data.

228. (Previously Added) The method of claim 116 where the SCS is adapted to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data.

229. (Previously Added) The medium of claim 131 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

230. (Previously Added) The medium of claim 131 where the data entry station is a PC computer with a display screen, a keyboard, and a mouse.

231. (Previously Added) The medium of claim 131 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

232. (Previously Added) The medium of claim 131 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

233. (Previously Added) The medium of claim 131 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.

234. (Previously Added) The medium of claim 131 where the SCS receives input data comprising a personal identification number (PIN).

235. (Previously Added) The medium of claim 131 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

236. (Previously Added) The medium of claim 131 where said method further comprises checking an access authorization of the input data from the user.

237. (Previously Added) The medium of claim 131 where said method further comprises displaying means to display pop up video clips.

238. (Previously Added) The medium of claim 131 where the SCS is adapted to store and access information regarding vehicle dealership activities.

239. (Previously Added). The medium of claim 131 where the SCS is adapted to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data.

240. (Previously Added) The medium of claim 131 where the SCS is adapted to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data.

241. (Previously added) The programmable apparatus of claim 15 where the customer incentive package is at least in part parameterized.

242. (Previously added) The programmable apparatus of claim 30 where the customer incentive package is at least in part parameterized.

243. (Previously added) The system integration method of claim 45 where the customer incentive package is at least in part parameterized.

244. (Previously added) The method of claim 60 where the customer incentive package is at least in part parameterized.

245. (Previously added) The medium of claim 75 where the customer incentive package is at least in part parameterized.